



EXPRESS MAIL LABEL NO. EQ477195247US

Attorney Docket No. 56704.000109
Customer No. 27682

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re US Patent Application of:

Matthew K. GRACIE

Serial No.: 10/735,018

Filing Date: December 12, 2003

Title: SYSTEM AND METHOD FOR
CONDUCTING AN OPTIMIZED
CUSTOMER IDENTIFICATION
PROGRAM

Confirmation No.: 2322

Group Art Unit: 3623

Examiner: C. Michelle Tarae

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE UNDER 37 CFR 1.116

Dear Sir:

In response to the Final Office Action mailed March 23, 2006, the Applicants respectfully request reconsideration of the above-identified application ("Application") in light of the amendments and remarks herein as follows:

AMENDMENTS TO THE CLAIMS begin on Page 2.

REMARKS begin on Page 16.